

FILE

SEP 30 1945

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NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING SATURDAY, SEPTEMBER 28, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Sept. 28 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Presentation of teen clothes for Fall, with two special guests on the program: "Miss Stardust of 1946," and Ziggy Lane, the "G. I. Crosby." Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 184.	SAKS 34TH ST.	2ND FLOOR
Saturday Sept. 28 10:30 A.M.	NAMM'S ALL GIRLS' CLUB FASHION SHOW "Autumn Round-up"--Namm's All Girls' Club fashion presentation of clothes for every day and date on the school girl's calendar. Guest speakers: Joyce Reback, fashion editor "Miss America" Magazine. Guest entertainers: Vickie Richards and Kirk Wood, singers. Open to public. Publicity: Marion Barnet, TR. 5-5700.	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM
Sept. 29	END OF DAYLIGHT SAVING TIME AT 2:00 A.M. (Sunday) (Set clocks back one hour.)		

WEEK BEGINNING MONDAY, SEPTEMBER 30, 1946

Monday Sept. 30 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Peg Newton will present "The Height of Fashion--Fall Styles for the Tall Girl" during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Irene B. Press, Jack Goehring Co., CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON (3 EAST 48TH ST.)	ST. REGIS HOTEL ROOF
Monday Sept. 30 4:00 P.M.- 6:00 P.M. Tea	"SOMETHING NEW IN BEAUTY" The press will be invited to a tea with Ann Delafield, director of the Richard Hudnut Salon and the DuBarry Success School, for a demonstration of "Something New in Beauty." Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
Beginning Monday Sept. 30	"A GALLERY OF DIAMONDS AND DOLLS" Third season of this exhibit of antique bridal dolls and miniatures of historic diamond betrothal rings opens in Rochester on September 30, exhibited by Mrs. Mary E. Lewis, owner of the rare dolls. Collection also includes little modern brides dressed by Fira Benenson, Zoe de Salle, Muriel King, Philip Mangone, Helene Garnell, Nettie Rosenstein, and Herman Patrick Tappé. Tour will continue with special engagement for Kaufmann's Diamond Jubilee, in Pittsburgh, in October, after which exhibit will tour Canada, sponsored by Henry Birks and Sons. Contact: Mrs. Mary E. Lewis, 798 Ocean Parkway, Brooklyn, WI. 6-3855. Publicity: Dorothy Dignam, N. W. Ayer and Son, Inc., CI. 6-0200.	MRS. MARY E. LEWIS	E. J. SCHEER, ROCHESTER--JEWELERS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 30 8:00 P.M.	NEW COURSE IN RETAILING PLASTICS Nineteen experts in the fields of plastics and retailing will be the guest speakers in a unique course in plastics for retailers offered jointly by the N.Y.U. School of Retailing and the Committee on Plastics Education of the Society of Plastics Industry. Beginning on September 30, the class will meet on fourteen successive Monday evenings from 8:00 P.M. to 10:00 P.M. at the Washington Square Center of the University. Registration by invitation only. Contact: SP. 7-2000.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE CENTER
Tuesday Oct. 1 10:00 A.M.	OPENING OF SPECIAL PHOTOGRAPH EXHIBIT Exhibit of photographs showing work of SOS (Supplies for Overseas Survivors) Collection of the Joint Distribution Committee, including a display of the remodeling of old clothing and knitting and sewing projects. To be presented in the Main Hall of the Museum of the City of N. Y., 104th St. and Fifth Ave., until Oct. 27. The opening will coincide with the SOS National Fall Campaign from Sept. 29 to Oct. 5, for 10 million cans of food. Contact: Joseph Field, MU. 5-8630.	SOS COLLECTION OF JOINT DISTRIBUTION COMM.	MUSEUM OF CITY OF NEW YORK
Tuesday October 1 10:30 A.M.; 2:30 P.M.	PLAYCLOTHES, BEACHWEAR FASHION SHOW Fashion showing of playclothes and beachwear for children, teen-agers, men and women by Ben Fligel Company. Admission by card only. Publicity: Mary Gillette, MU. 3-7820.	BEN FLIGEL CO. (1150 BROADWAY)	HOTEL PENNSYLVANIA
Beginning Tuesday October 1 11:00 A.M.; 2:30 P.M.	"FASHIONS FOR LIVING" --SIX LECTURES Macy's New York presents six lectures by Kay Cavender and Florence Terhune--three on fashion and three on decoration. <u>Oct. 1-3, "Figure Magic"; Oct. 8-10, "Behind the Seams of Fashion"; Oct. 15-17, "Round-the-Clock with Ready-to-Wear"; Oct. 22-24, "Period Wise"; Oct. 29-31, "Color Dynamics"; Nov. 5-7, "Accessory Maneuvers".</u> For reservations, contact Elizabeth Booth, CH. 4-2000, Ext. 2618. For press tickets, Fashion series, contact: Terry Mayer, Ext. 2554; Decoration series, contact: Alicia Boland, Ext. 2554. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	BARBIZON-PLAZA HOTEL THEATRE (101 W. 58)
Tuesday October 1 12:30 P.M. Luncheon	LUNCHEON DISCUSSION OF NATIONAL GLOVE WEEK Luncheon with members of the Association of Knitted Glove & Mitten Manufacturers to discuss National "American Knit" Glove Week, starting Nov. 18, during which retail stores throughout the country will participate in a sales-promotion contest, with cash awards. Attendance at luncheon by invitation only. Publicity: Claire A. Wolff, LO. 5-5978.	ASS'N OF KNITTED GLOVE & MITTEN MNFRS.	HOTEL COMMODORE
Tuesday October 1 1:00 P.M. Luncheon	MILLINERY FOR FALL AND HOLIDAY WEAR Resumption of luncheon fashion shows at the Ritz Carlton Hotel for the Fall and Winter season, with a presentation of Walter Florell's new millinery for Fall and Christmas wear. Open to public. Press by invitation. For reservations, contact "Charles," headwaiter, PL. 3-4600, Ext. 20. Walter Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 1 2:00 P.M.	PRIVATE SHOWING: "PAINTINGS OF THE YEAR" Special private showing of the exhibition "Paintings of the Year," from Pepsi-Cola's third annual competition of 267 contemporary American paintings at the National Academy of Design, 1083 Fifth Avenue at 89th St. Awarding of prizes and fellowships will take place promptly at 2:00 P.M., followed by cocktail buffet. Attendance by invitation only. Open to public daily from 10:00 A.M. to 5:00 P.M. Supervisor: Ruth R. Maier. Contact: "Paintings of the Year" Exhibition, 9 W. 57th St., PL. 5-4306.	PEPSI-COLA COMPANY	NATIONAL ACADEMY OF DESIGN
Tuesday October 1- November 6	SHOWING OF BATHING SUITS FOR 1947 Cruise, resort and summer lines of Sea Glamour bathing suits will be shown to the trade by Annis of New York at 10:15 A.M. and 2:30 P.M. daily. Contact: WI. 7-0761.	ANNIS OF NEW YORK, INC.	358 FIFTH AVENUE SHOWROOM
Beginning Tuesday October 1	OPENING OF FALL TERM The Fall term in the Art and Clothing Departments at Traphagen will open October 1 with classes scheduled for both day and evening. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Wednesday October 2 9:30 A.M. Breakfast	PRESS PREVIEW: NEW BEACHWEAR Advance press showing of Cabana's new strapless bathing suits, with Model's built-in body-beautiful wired brassieres. Attendance by invitation only. Publicity: Sophie Goode, VA. 6-0295.	CABANA BEACHWEAR	HAMPSHIRE HOUSE COTTAGE
Wednesday October 2 1:00 P.M. Luncheon	LUNCHEON SHOWING OF STEFAN'S COLLECTION Luncheon showing of original costumes created by Stefan in John Walther fabrics. Open to public. Press by invitation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Stefan Publicity: Rosemary Sheehan, CI. 7-8060. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	STEFAN-- JOHN WALTHER FABRICS	HOTEL PIERRE COTILLION ROOM
Wednesday October 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Dein-Bacher's presentation in the Sert Room during luncheon, of "Fur Highlights of 1947," with special emphasis on stolls, including ermine, silverblu, kohinor, and others. Open to public. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday October 2 2:30 P.M.	FASHION SHOWING OF NEW FALL SUITS Presentation of new suits for Fall and Winter by Altman's. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday October 2 4:30 P.M. Cocktails	PRESS PREVIEW: "I DO" PARTY Jay Thorpe will present the new perfume "I Do" plus a showing of new wedding gowns and bridal lingerie. Attendance by invitation only. Publicity for "I Do" Perfume: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476. Jay Thorpe Publicity: Bette Benfield, CI. 7-4300.	JAY THORPE (24 WEST 57 ST.)	6TH FLOOR BRIDAL SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 3 1:00 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW A collection of Fall and Winter clothes will be presented by Gunther. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Gunther Publicity: Nona James, VO. 5-3440. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	GUNTHER	RITZ CARLTON HOTEL OVAL ROOM
Thursday October 3 1:00 P.M. Luncheon	LUNCHEON SHOWING CUSTOM-MADE FASHIONS Showing of custom-originals in dresses, coats and suits for Fall and Winter in fabrics and trimmings which Madame Renel has brought from Paris and the continent. Hats by Laddie Northridge. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 29 or 44. Renel Publicity: Hana Norton, MU. 2-6157. Hotel Plaza Fashion Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	RENEL OF PARIS 751 MADISON AVE.	HOTEL PLAZA TERRACE ROOM
Thursday October 3 2:30 P.M.- 5:00 P.M.	SHOWING OF DRAPERY AND UPHOLSTERY FABRICS Stan Taylor, designer and manufacturer of upholstery and drapery fabrics, will have a showing for the press and trade. Attendance by invitation. Publicity: Mary Alice Rice, CI. 6-1790.	STAN TAYLOR (100 CHARLES ST.)	SAVOY PLAZA MANDARIN SUITE
Thursday October 3 3:00 P.M.	WOMEN'S SHOP FASHION SHOW Lord & Taylor will present to their customers and to the press an important showing of their dress, suit, coat and fur collection, featuring dresses by Eta. (This same showing will be repeated at Lord & Taylor's Manhasset Shop on Friday, October 4, at 3:00 P.M.) By invitation only. Publicity: Alice Johnston, WI. 7-3300.	LORD & TAYLOR 424 FIFTH AVENUE	4TH FLOOR
Thursday October 3 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW BATHING SUITS New bathing suits for 1946 by Brilliant will be presented to the press during cocktails. Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	BRILLIANT SPORTSWEAR	ST. REGIS HOTEL PENTHOUSE
Thursday October 3	PUBLICATION DATE: "PIKE'S PEEK OR BUST" "Pike's Peek or Bust"--new book by Earl Wilson, Saloon Editor of the N. Y. Post, and author of "I Am Gazing Into My 8-Ball"--about people of New York and Hollywood. Illustrations by John Groth. Price: \$2.00. Special promotion for Doubleday: Elizabeth Winston, Gen'l Mgr., Hope Associates, PL. 5-3100.	EARL WILSON	DOUBLEDAY, INC.
Friday October 4 4:00 P.M.	SIMPLICITY FASHION SHOW FOR TEENS All-American teen-age fashion show, presented by the Simplicity Pattern Co. in cooperation with Kresge-Newark. Commentator: Joan Jordan. Press invited. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	RESTAURANT
CANCELLED October 7	THE JULIUS KAYSER COMPANY "FILLY FOLLIES" PRESS LUNCHEON, WHICH HAD BEEN SCHEDULED FOR MONDAY, OCTOBER 7, HAS BEEN INDEFINITELY POSTPONED. (A new date will be announced later.)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 7 1:00 P.M. Luncheon	"SENTIMENTAL JOURNEY" MILLINERY SHOWING Dore Theden will present her new millinery collection-- "Sentimental Journey". This is the season's first fashion show at the Iridium Room. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Dore Theden publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DORE THEDEN (40 EAST 51ST ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 7 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT FASHIONS Joan Norton Irwin will present her sophisticated junior resort collection to the press during cocktails. Showing promptly at 5:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOAN NORTON IRWIN	4 EAST 64TH ST.
Beginning Monday October 7	OPENING OF RESORT AND SPRING LINES Presentation of the only lines to be shown by member firms for the entire Resort and Spring season. (Fall lines were shown in June, and Summer merchandise will be presented in February.) Members who will show their lines include: <u>Monday, Oct. 7</u> SPORTCRAFT STAR-MAID DRESSES, INC. <u>Tuesday, Oct. 8</u> ADLER & ADLER, INC. KANE-WEILL, INC. Contact individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
		<u>Wednesday, Oct. 9</u> DAVIDOW DAVID M. GOODSTEIN, INC. MUTUAL-ROSENBLOOM CO. <u>Thursday, Oct. 10</u> CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG	
Tuesday October 8 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Fashion presentation by Jonai during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI, INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fall and Winter custom-made fashions will be presented during luncheon. Open to public. Press by invitation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Publicity: Mary Alice Rice, CI. 6-1790.	DAVID ROTH (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Tuesday October 8 4:00 P.M. Cocktails	PRESS SHOWING: SEA AND SUN FASHIONS A party for the fashion press, showing Sun-Surf's collection of casual clothes to take South and on cruises. Attendance by invitation only. Publicity: Ruth Branchor, Hirshon-Garfield, BR. 9-9350.	SUN-SURF MODES, INC.	HAMPSHIRE HOUSE COTTAGE
Tuesday October 8 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER HAIRSTYLES The American Hair Design Institute will give a preview for the press of Fall and Winter hairstyles, with two shows only--one at 4:30 P.M., the second at 5:30 P.M. By invitation only. Publicity: Eleanor Rowlands, of Rowlands Associates, MO. 4-9292.	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA LE PERROQUET SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday October 8	NANTUCKET NATURALS FOR RESERT AND SPRING Style Trades will show Nantucket Naturals for Resort and Spring at 10:30 A.M. and 2:30 P.M. Contact: WI. 7-1061.	STYLE TRADES, INC.	498 SEVENTH AVE.
Wednesday October 9 1:00 P.M. Luncheon	FALL AND WINTER FASHION PRESENTATION Ready-to-wear and custom-order fashions will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MARETTA FEELEY (6 EAST 53RD ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday October 9 1:00 P.M. Luncheon	WOMEN'S FASHIONS AT LUNCHEON SHOW The Tailored Woman will present fashions for women during luncheon in the Sert Room. Open to public. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Publicity for Tailored Woman: Belle Irene Gillis, PL. 5-2500. Waldorf Fashion Publicity: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN (742 FIFTH AVE.)	WALDORF-ASTORIA SERT ROOM
Wednesday October 9 4:00 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's preview for the Fashion Press of their 1947 Resort and Spring collection of sports fashions. <u>Strictly by invitation</u> , which must be presented at the door. (<u>SHOWING TO THE TRADE AT McMULLEN'S</u> <u>SHOWROOM, 475 FIFTH AVE., ON OCT. 10.</u>) Publicity: Abigail A. Johnson, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVE.)	RITZ CARLTON HOTEL GRAND BALLROOM
Beginning Wednesday October 9 7:00 P.M.	ANNUAL SURVEY OF ADVERTISING COURSE Eighteenth Annual Survey of Advertising Course, with 24 lectures by leading advertising executives on Advertising Planning, Advertising Creation and Production, Advertising Media, and Jobs in Advertising for Women. Lectures every Monday, beginning October 14, at 7:00 P.M., supplemented by field trips showing what goes on behind the scenes in advertising work. Price of course: \$12.00. Contact: Advertising Women of New York, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Thursday October 10 1:00 P.M. Luncheon	FALL AND WINTER FASHION PRESENTATION Mady Martell will present new fashions during luncheon. Open to public. Press by invitation. For reservations, contact PL. 3-1740, Ext. 29 or 44. Hotel Plaza Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	MADY MARTELL (21 EAST 55TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday October 10 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Presentation of luxurious fur fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, Pl. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	REVILLON FRERES (684 FIFTH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday October 10 4:00 P.M. Cocktails	"ROUND THE WORLD" FASHION SHOW Fashion showing for the press of "Reel-Poise" swimsuits, beachwear and playclothes, designed by Grace Arcuri. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	BESTLYNE COMPANY (1410 BROADWAY)	WALDORF-ASTORIA LE PERROQUET SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 10- October 31	ANNUAL SHOWING OF FLORIDA FASHIONS Margaret Newman will present beach and cocktail slacks, playsuits and dresses for 1947 at the Hotel New Yorker. Contact: Newman & Winter, 112 N. Miami Ave., Miami 32, Florida, Phone 9-1202.	NEWMAN & WINTER (MIAMI, FLORIDA)	HOTEL NEW YORKER
Monday October 14 12:30 P.M. Luncheon	HATBOX LUNCHEON FOR THE PRESS Introduction of the new Harry Conover Cover Girl Model Box, showing an unusual variety of latest hatbox fashions, at the Harry Conover Studio, 52 Vanderbilt Ave., 8th Floor, with luncheon served to the press in individual hatboxes. By invitation only. Publicity: Nancy Lee Waring, Allan Meltzer Inc., PL. 3-7647.	LOYAL LEATHER PRODUCTS: HARRY CONOVER AGENCY	HARRY CONOVER STUDIO 52 VANDERBILT AVE.
Monday October 14 1:00 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW Luncheon showing by The Tailored Woman and Kathryn Churchill, Flower Stylist -- showing complete bridal fashions for different parts of the country -- from Miss Barry's "Bridal Hall of Mirrors" at The Tailored Woman. Palladium jewelry designed by Marc Koven. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN; KATHRYN CHURCHILL	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 14 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING: "HOSIERY . ROMAN STRIPE HOSIERY INFORMATION PLEASE" Preview of hosiery news for release now and for release later. Cocktail showing of new twists, new colors, and new stocking small talk. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		ST. REGIS HOTEL PENTHOUSE
Monday October 14	OFFICIAL LAUNCHING DATE FOR RESORT AND SPRING LINES OF NEW YORK BEACHWEAR MANUFACTURERS. Contact: Martin Stern, 60 E. 42 St., VA. 6-0543.		
Tuesday October 15 12:30 P.M. Luncheon	PRESS PREVIEW: RESORT AND SUMMER FASHIONS Frances Sider has invited the press and trade to take "time out for play" -- a showing of her resort and summer line of beachwear and playclothes. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	FRANCES SIDER	HOTEL PLAZA TERRACE ROOM
Tuesday October 15 1:00 P.M. Luncheon	HAT COLLECTION FOR TOWN AND TRAVEL Laddie Northridge collection of hats for town and theatre, travel and cruise in review during luncheon hour. Open to public. Press by invitation only. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Laddie Northridge Publ.: Elizabeth Maher Associates, EL.5-4248. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 15 4:30 P.M.	PRESS PREVIEW OF MIDSEASON MILLINERY Lilly Dache will present her midseason millinery collection to the press. Attendance strictly by invitation. Publicity: Eleanor Lambert, PL.5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Wednesday October 16 12:30 P.M.	LUNCHEON PRESS SHOWING Luncheon presentation for invited press. By invitation only. Publicity: Eleanor Lambert, PL. 6-8580.	GOTHAM HOSIERY CO.	HOTEL PIERRE ROOF

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Wednesday October 16 1:00 P.M. Luncheon	MILLINERY PRESENTATION DURING LUNCHEON Showing of Anita Andra's new millinery collection during luncheon. Open to public. Press by invitation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	ANITA ANDRA	HOTEL PIERRE COTILLION ROOM
Wednesday October 16 3:30 P.M. Cocktails	PRESS SHOWING: CUSTOM- ORDER ORIGINALS Zoe de Salle will present her resort and early Spring custom-made originals and millinery to the press. By invitation only. Contact Zoe de Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD ST.
Thursday October 17 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Luncheon showing of fashions by Sonia, including dinner and evening clothes, cocktail suits, and a bridal procession. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	SONIA-GOWNS CORP. (15 EAST 56TH ST.)	RITZ-CARLTON HOTEL OVAL ROOM
Thursday October 17 1:00 P.M. Luncheon	JEWELRY SHOWING DURING LUNCHEON Jewelry presentation by John Rubel at a luncheon fashion show. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 29 or 44. Rubel Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	JOHN RUBEL	HOTEL PLAZA TERRACE ROOM
Thursday October 17 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOWING Suzanne-Remy will present her new millinery during luncheon, showing various kinds of hats and trimmings, including feathers, lace. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Director & Publicity: Mary Alice Rice, CI. 6-1790.	SUZANNE-REMY (24 EAST 64TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 21 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Furs and Fall and Winter clothes by Gunther will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Director & Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday October 22 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Showing of Peg Fischer's millinery collection during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheshan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 22 3:00 P.M.	HENRY ROSENFELD FASHION SHOW Fall and Winter fashions by Henry Rosenfeld will be presented at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR CLASSIC CORNER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 23 1:00 P.M. Luncheon	"FASHIONS FOR THE HORSESHOW" Luncheon fashion presentation by Harry Collins, featuring clothes especially suitable for the Horse Show (at Madison Square Garden from Nov. 4 to Nov. 9). Open to public. Press by invitation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Harry Collins, PL. 3-9403. Waldorf-Astoria publicity: Annette Goodrich, EL. 5-3000.	HARRY COLLINS, INC. (647 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Thursday October 24 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Luncheon fashion show by Madame et la Jeune Fille of custom-made and ready-to-wear clothes and hats for Fall and Winter. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 29, 44, or 168. Plaza Fashion Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	MME. ET LA JEUNE FILLE (30 EAST 54th ST.)	HOTEL PLAZA TERRACE ROOM
Thursday October 24 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Miriam Landey will present her new fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MIRIAM LANDEY (22 EAST 65TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Monday October 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Maximilian's fur fashions will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion director and publicity: Mary Alice Rice, CI. 6-1790.	MAXIMILIAN	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 28	NATIONAL SHOE FAIR IN CHICAGO, SPONSORED BY THE NATIONAL SHOE MANUFACTURERS ASSOCIATION AND THE NATIONAL SHOE RETAILERS ASSOC. (Oct. 28-Oct. 31).		
Tuesday October 29 1:00 P.M. Luncheon	FASHION ACCESSORIES FOR FALL AND WINTER Luncheon showing of Arpad's new collection of accessories, blouses and skirts for day and evening. Open to public. Press by invitation. For reservations, contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Arpad Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
Monday November 4- November 9	FIFTY-EIGHTH NATIONAL HORSE SHOW The 58th National Horse Show will be held at Madison Square Garden, with matinee and evening performances from Monday, Nov. 4 to Saturday, Nov. 9. Chairman of publicity committee: Maximilian Elser, Jr. of J. Walter Thompson, 420 Lexington Ave. Fashion Contact: Alice Dowd, MU. 3-2000.		
November 5	ELECTION DAY (Tuesday).		
Tuesday November 5 12:00 Noon Luncheon	"SUDDENLY IT'S SPRING" --MILLINERY SHOW Millinery showing by the Millinery Designers' League, with the theme "Suddenly It's Spring" -- inspired by the forthcoming Paramount movie of the same name. Luncheon at 12:00 noon. Showing promptly at 1:00 P.M. Press by invitation only. Commentator and Publicity: Edyth Thornton McLeod, WI. 2-7800.	MILLINERY DESIGNERS LEAGUE	WALDORF-ASTORIA GRAND BALLROOM

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Saturday PREMIERE: "SISTER KENNY" (Movie) RKO PALACE, BROADWAY AND 47TH ST.
Sept. 28 An RKO-Radio film biography of the Australian nurse whose success in curing infantile paralysis startled the medical world. Rosalind Russell plays the title role, with Alexander Knox, Dean Jagger, Philip Merivale and Beulah Bondi. Produced and directed by Dudley Nichols. Costumes: Travis Banton. Publicity: Rutgers Neilson, CO. 5-6500.
- Saturday PREMIERE: "MR. ACE" (Movie) GLOBE THEATRE, BROADWAY AND 46TH ST.
Sept. 28 United Artists production, about a sophisticated and intelligent feminine politician and a ganster, starring George Raft and Sylvia Sydney. Hats by Walter Florell. Costumes: Michael Woulfe. Producer: Benedict Bogeaus. Director: Edwin L. Marin. Publicity: Tess Michaels, BR. 9-7300.
- Sunday OPENING: ORIGINAL BALLET RUSSE METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST.
Sept. 29- Dancers include: Alicia Markova, Anton Dolin and Andre Eglevsky.
Oct. 4 Sun. Eve., Sept. 29: SWAN LAKE, PAGANINI, PAS DE DEUX, GRADUATION BALL.
Mon. Eve., Sept. 30: AURORA'S WEDDING, PAGANINI, SCHEHERAZADE.
Tues. Eve., Oct. 1: SWAN LAKE, CAMILLE (World Premiere), PRINCE IGOR.
Wed. Eve., Oct. 2: SYLPHIDES, CAIN AND ABEL, PAS DE QUATRE, AURORA.
Thurs. Eve., Oct. 3: FRANCESCA DA RIMINI, CAMILLE, SPECTRE DE LA ROSE.
Fri. Eve., Oct. 4: PAGANINI, MUTE WIFE, SCHEHERAZADE.
Publicity: Barry Hyams, PL. 3-0820.
- Monday OPENING: BALLET THEATRE BROADWAY THEATRE, BROADWAY AT 53RD ST.
Sept. 30 Lucia Chase and Oliver Smith present a five-reel series of dance presentations by the first American-born big-time ballet company. Dancers include: Youskevitch, Kaye, Laing, Alonzo, Kriza, Chase and Romanoff. Prices: \$1.20-\$4.80. Publicity: Walter Alford and William Fields, CI. 5-7930.
- Saturday PREMIERE: "THE BACHELOR'S DAUGHTERS" (Movie) GOTHAM THEATRE, BWAY & 47TH ST.
Oct. 5 United Artists comedy featuring Gail Russell, Ann Dvorak, Claire Trevor and Adolph Menjou. Director and Producer: Andrew Stone. Costumes: Maria O'Donovan. Publicity: Tess Michaels, BR. 9-7300.
- Monday OPENING: "HEAR THAT TRUMPET" PLAYHOUSE, 137 WEST 48TH STREET
Oct. 7 Arthur Hopkins' presentation of a new play by Orin Jannings, with Frank Conroy, Bobby Sherwood, Audra Lindley, Ray Mayer and Sidney Beschet. Director: Arthur Hopkins. Settings and costumes: Woodman Thompson. Publicity: Richard Maney, WI. 7-6939.
- Wednesday OPENING: "THE ICEMAN COMETH" MARTIN BECK THEATRE, 302 WEST 45TH STREET
Oct. 9 The Theatre Guild will present Eugene O'Neill's first play in twelve years, featuring James Barton, Dudley Digges, Carl Benton Reid, Nicholas Joy, Jeanne Cagney, Leo Chazell and Ruth Gilbert. Director: Eddie Dowling. Settings and costumes by Robert Edmond Jones. Production under supervision of Theresa Helburn and Laurence Langner. Opening night curtain at 4:30 P.M. Publicity: Joseph Heidt, CO. 5-6170.
- Wednesday OPENING: "CYRANO DE BERGERAC" ALVIN THEATRE, 250 WEST 52ND STREET
Oct. 9 Jose Ferrer's production of the romantic Rostand play about a gentleman and his nose. Cast includes Jose Ferrer, Leif Erickson, Ralph Clanton, Hiram Sherman and Paula Laurence. Directed by Jose Ferrer. Costumes and settings by Lemuel Ayers. Publicity: David Lipsky, MU. 5-3112.